

# MACLA/Movimiento de Arte y Cultura Latino Americana

Movement for Latin  
American Art and  
Culture

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Executive Director



# What brings me to this work?



# Art as a vehicle for social change



# Mission Statement



MACLA is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary and performance art in order to engage people in civic dialogue and community transformation



# Meet at MACLA



# Make at MACLA



# Move at MACLA





# Diversity, Equity & Inclusion

Latino arts and  
culture +  
changing  
demographics =  
transition from  
niche to the new  
center of gravity





# What Makes MACLA Unique?

- Develop, Present & Tour New Work
- Artistic excellence & community relevance engagement are the core of organization
- Participatory Programs
- Networked Nonprofit
- San Jose Ambassador



# Regional & National Networks

- National Performance Network (NPN)
- National Association of Latino Arts & Culture (NALAC)
- Leveraging A Network for Equity (LANE) – NPN, Nonprofit Finance Fund & Mellon Foundation
- ArtPlace America
- National Arts Strategies
- Institute of Museum & Library Services
- New CA Arts Fund (Irvine Foundation)

# Program Areas

Visual Arts

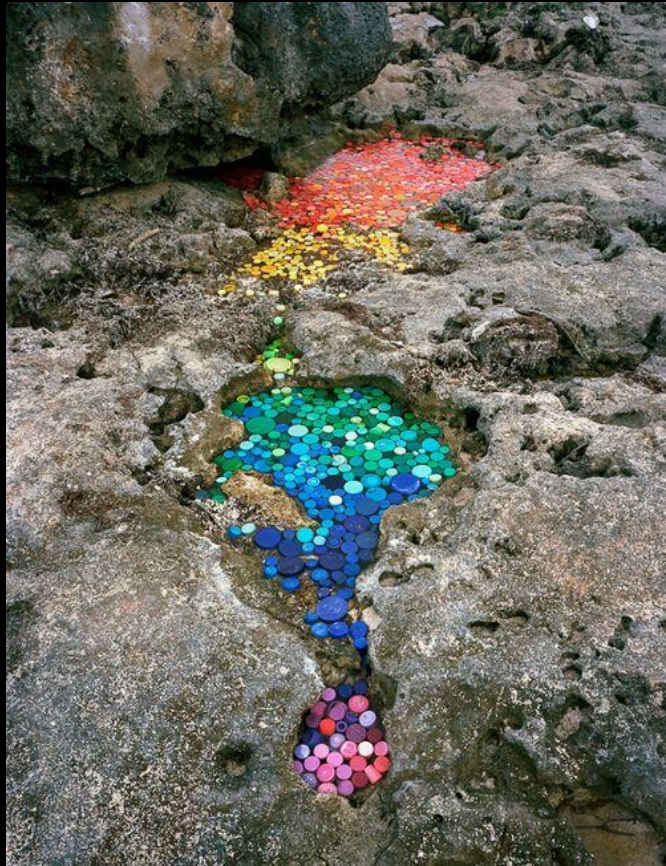
Performance & Literary

Youth Arts Education

Overarching philosophy –  
Community Development through the Arts



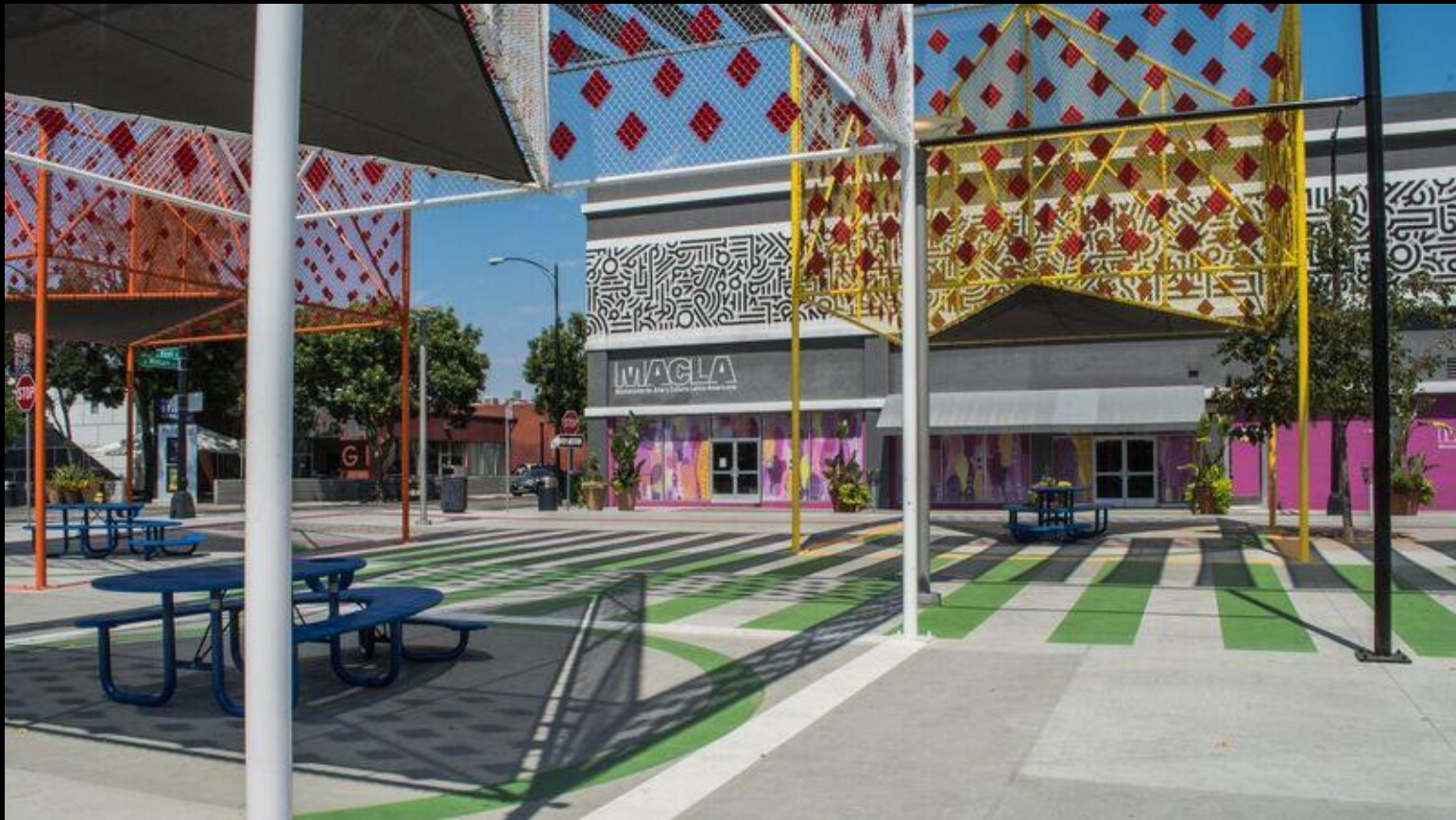
# Thought provoking exhibitions



about critical issues of our times



# Dynamic Public Art





# *Hi 'n' Lo Rider* by Ruben Ortiz Torres



# Carlos Rolon/Dzine

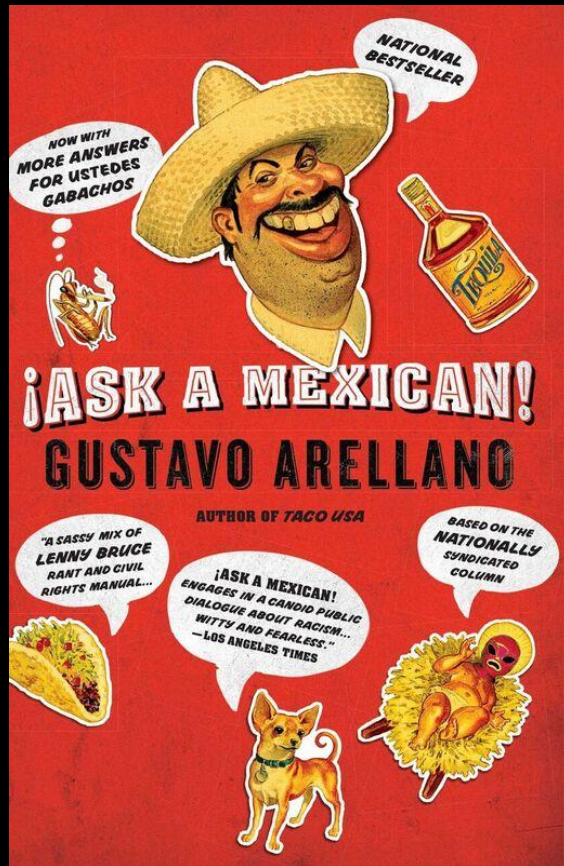


# World Class Performances





# Commission, Incubate & Tour New Work



# Provocative Performance



# Cultural Exporter

MACLA, Pregones Theater, SJMA, Crystal Bridges





# Engage new audiences





# Current Challenges

- Institutional racism in arts & philanthropy
- Creating a culture of philanthropy
- High cost of living - wages & housing
- Organization is undertaking broad capacity-building work

# Current Opportunities

- Paid Curatorial Internship program
- Engaging Silicon Valley - Employee Resource Group
- Inserting arts in broader movements
- Arts Engagement Fellowship (in development)
- Capital Campaign

# DMC Studio (Digital Media & Culture)



# Next generation media makers





# Vision for the Future 500 S. First Street



## Facility Goals:

1. Latino artists have a permanent place to thrive
2. Create & Present dynamic contemporary Latino art
3. Foster economic development
4. Creative Placemaking
5. Economically sustainable

# What does this look like?



*Adaptive reuse of the space by  
award winning architect Teddy  
Cruz*

A community hub

Expanded gallery space

Renovated black box theatre

Artist/Creative Entrepreneur  
work-only studio space

Commercial/retail space

# How can you participate?

## Big picture: address institutional racism in the arts & philanthropy

Attend programs

Volunteer

Donate \$

Introduce new people to MACLA

Board Development

Capital Campaign



# Questions?

